The REVIEW

VOL. XXXV — No. 27 JUNE 12, 1941

1907 ★ 1941

THREE CHEERS FOR YOU!

Your Charter Month sales records prove that a winner never quits!

FLAG DAY, JUNE 14

I, YOUR FLAG, WILL MEAN JUST WHAT YOU MAKE ME MEAN. I WILL STAND FOR YOU AND WHAT YOU ARE AND WHAT YOU DO. I CAN BE NO MORE AND NO LESS THAN THE REPRESENTATIVE OF YOUR CHARACTER, COURAGE AND NOBILITY OF PURPOSE. I HOPE YOU WILL NEVER FORSAKE THE THINGS I STAND FOR AND I HOPE YOUR ACTS WILL ENABLE ME ALWAYS TO HOLD MY HEAD HIGH ANY PLACE ON EARTH, PROCEEDING ALWAYS IN THE INTEREST OF JUSTICE, IN THE SUPPORT OF THE WILL OF GOD ON EARTH, AND IN PROMOTING THE DEVELOPMENT OF MANKIND IN RIGHTFUL HAPPINESS.

MAY YOU NEVER FORGET YOUR OBLIGATIONS IN RETURN FOR YOUR PRIVILEGES—AND REMEMBER, I SHALL BE WITH YOU **ALWAYS** IF YOU MAKE ME STAY.

—OLD GLORY.

The REVIEW
Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, JUNE 12, 1941 No. 27

CONDITIONS?

GERLACH-BARKLOW SALESMEN MAKE CONDITIONS!

If I may judge from the results which you are showing in the Charter Anniversary Celebration, I am more strongly convinced than ever before that we DO make our own conditions and that the same rule applies definitely to our customers and prospective customers.

We and our customers have experienced some pretty tough sledding the past few years, but we've proven to our satisfaction that we are big enough to overcome conditions. It is just that old will to win and the closer observance of the things we contact in our own methods that make us grow. Especially have you demonstrated these facts since the Charter Anniversary Contest began, and I'm glad and proud to be a part of this great organization with you.

Every man on the force wants increased earnings in June. The race is a fast one and sometimes the winner is only a

nose ahead of the man just behind, so YOU CAN'T LEAVE IT TO CHANCE. The success of the 34th Birthday Drive is the result of your planning and our planning. YOU ARE DOING A GREAT JOB. It is not only the big orders that are filtering through but the great number of small ones, the new accounts and more and more old customers coming back into the fold. KEEP UP THE GOOD WORK.

I'm glad to see the fine record on number of orders for "Spanky's Safety Patrol" and the other Safety mediums, yet I want to remind you that the toll of death and injury from auto accidents continues to pile up, and that you and I owe a duty to humanity to do all in our power to teach children to Play Safe and to teach grown-ups that Children Should Be Seen—Not Hurt. Let us all sell more COMPLETE Safety Campaigns.

There are two more weeks left of the Birthday Celebration—June 16th to June 28th. We are rapidly approaching the biggest day of all our business year—the day on which we leave no stone unturned to make a record that will eclipse all previous records—FOUNDER'S DAY—WEDNESDAY, JUNE 25th. I'll appreciate as a special favor your best efforts to pile up a number of orders and a sales volume that will be a fitting tribute to the memory of T. R. Gerlach on Wednesday, June 25th. Remember, our treasurer pays one dollar into the Scholarship fund for every order you write on that day.

Let's make it a Perfect Tribute.

J. Mackenzie

We ourselves the better serve by serving others best.

REMEMBER
FOUNDER'S DAY, JUNE 25th

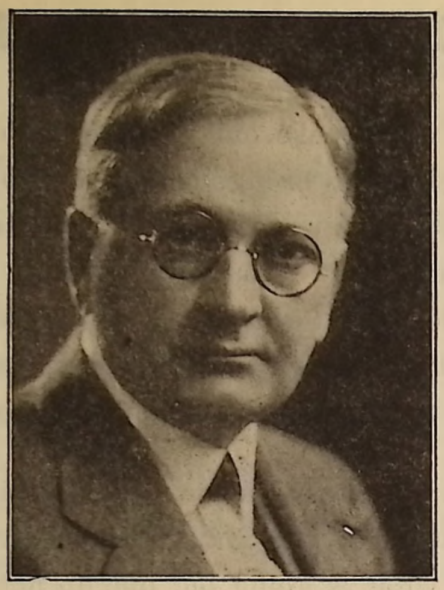
In less than two weeks our company celebrates another birthday. Each year has brought about its problems, yet each year has ended with an accumulation of accomplishments that have made us proud. The problem that we face this year calls for cool thinking. Business is very good and will be booming before long. However, all business men should carry on in the usual way and do a lot of "cool thinking."

This theory applies to salesmen more than any others. Read the headlines, listen to your favorite commentators, and be informed about what is going on, but do not live it. Spend as much time as ever in planning each day's work; improve your sales talks and your sales will not only continue but will increase.

The surest way to overcome our problems is to specialize on one item at a time. Several men have made many sales of fans so far in June. The fan selling season is at its height right now. If you wish to conquer some new fields call on new prospects with fans and you will be surprised how many times you will find prospects for all other parts of your line.

The new Family Record Book has not only had excellent reception from the sales force, but has been selling sensationally from the start thereby putting the stamp of approval of buyers. It should mean a new customer in every town.

James R. Talcott



Wednesday, June 25th, Is FOUNDER'S DAY

LET'S PLAN IN ADVANCE TO MAKE IT A MEMORABLE OCCASION

Founder's Day affords each one of us an opportunity to render a fitting tribute to the memory of the man whose vision brought this great organization into being, and whose ideal of service found expression in the early adopted slogan,

"We ourselves the better serve by serving others best"

Let us plan now to make Founder's Day, 1941, an occasion long to be remembered.

HERE'S A LIST OF POTENTIAL EMBLEM WINNERS

If you're wondering who'll win the Charter Emblem, here's a tip—you'll find his (or her) name on the roll of Go-Getters in the following column of Happy Warriors who are making every minute count.

A. W. Thurn makes a $900 sale of Paragon to a MANUFACTURER OF METAL BRIDGES AND CULVERTS—an old and satisfied customer.

Here is a customer who continues consistently each year to employ Paragon as good will gifts for his better customers because he has proven it to be a sound investment.

John Mur of California sells "Friendly Flowers" Blotters to a CEMETERY ASSOCIATION for $635, another satisfied old customer.

R. S. Osburn sold "Here Peace and Happiness Abide" to a LUMBER DEALER, an old customer, for $255.

Jut Laing created a new account with a sale of S-257 Household Alphabet calendars with "Happy Bluebird Family" to a DAIRY. The order amounts to $269.

A. S. Hartman made a $231 sale of Paragon to a TRUCK COMPANY, an old customer.

EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE
Sold by George Wilkins on Bluebird Calendars to a Realtor

A. A. Bender of Ohio sold "Proud Mothers" in R-2 Billboards to a big CANDY MANUFACTURER for $250. One more satisfied old customer.

A. A. Muldrew sold R-19 Religious Calendars to a FUNERAL DIRECTOR for $243.

Mr. Muldrew also sold "An Autumn Rhapsody" to a MANUFACTURER OF SLEEPING EQUIPMENT for $116.

Marvin Mitchell made a $150 sale of Paragon Key Cases to a SERVICE STATION—an old customer.

S. E. Adams created a new account with a $163 sale of "Spirit of America—a complete campaign—to a MERCANTILE SUPPLY COMPANY.

A. A. Bender made a $112 sale of Fans to a FUNERAL DIRECTOR for church distribution.

L. T. Cunningham sold Business Calendars to a BANK AND TRUST COMPANY for $192 to advertise "FRIENDS OF EVERYBODY" and "A NAME THAT GROWS WITH THE YEARS."

WHERE EACH CUSTOMER BECOMES A FRIEND
Sold by W. A. Scheafer on "The Joy of Living" to an Auto Painter

Guy Dean made a new customer when he sold Key and License Holders to a FORD DEALER for $115 to advertise "25 YEARS FORD DEALERS."

Dan Morrissey sold Paragon to a STRUCTURAL STEEL COMPANY for $138.

Tom Merchant made a $154 sale of Funeral Directors' Service to a FUNERAL DIRECTOR.

Jack H. Sanders of Missouri sold FD Service to a FUNERAL DIRECTOR for $129 and created a new account with a $126 sale of Pencils to a MACHINERY MANUFACTURER.

Art Vores made a $161 sale of "Spanky's Safety Patrol" to a DAIRY.

R. McWilliams sold "The Joy of Living" to an AUTO REPAIR GARAGE for $100.

A. W. McWilliams created a new $114 account with a sale of News Quiz to a MERCANTILE CONCERN.

E. P. Pittman made a $112 sale of Knives and Paragon to a NATIONAL BANK.

GOOD AS THE BEST—BETTER THAN THE REST
Sold by Rudy Maddox on Ger-Bars to a Tire Recapper

Bert Stiff sold "Coming In" in HG4266 to an ASPHALT SALES COMPANY for $158.

Charles Clayton sold 5,000 Religious Fans to a FUNERAL DIRECTOR for church distribution, for $121.

Lynn Walker made a $114 sale of Funeral Directors' Service to a FUNERAL HOME, a new customer.

Leo Himelhoch sold 400 No. 7 Memorial Record Booklets to a FUNERAL DIRECTOR for $143.

Ralph Bond made a $106 sale of Class Y Blotters to a LAUNDRY.

Walt Olson sold Funeral Directors' Service to a FUNERAL DIRECTOR for $124.

Isidor Siegel sold "Freedom for All" Billboards to a CLEANER for $180.

H. D. Evans made a $135 sale of FD Service to a FUNERAL DIRECTOR.

Leo Himelhoch created a brand new account with a $137 sale of Desk Memo Pad Calendars to a FUNERAL DIRECTOR to advertise his Ambulance.

A GOOD DAIRY TO KNOW
Sold by H. R. Messick on "A Long Life" to a Dairy

IF YOUR DOG HOWLS, FEED HIM;
IF YOUR CAR KNOCKS CALL US
Sold by George Wilkins on "A Howling Success" to an Auto Repair Garage

Howard Kersey made a $118 sale of Paragon to a MANUFACTURER, a new customer.

Isidor Siegel made a $140 sale of Safety Campaign to a COAL DEALER.

Perc Earl created a new account with a $104 sale of "My Blue Heaven" to a MANUFACTURER.

George H. Maloney made a $172 sale of "Our America" Blotters to a MANUFACTURER—an old customer.

Sam Haynes won a good new customer with a sale of 5000 FD Service to a FUNERAL HOME.

S. E. Adams sold "Spirit of America" to a DAIRY——an old customer.

Charlie Chamberlain created a nice new account with a sale of "Spirit of America" to an AUTO DEALER.

P. H. Cowherd created a new account with a sale of 250 Pencils to a FUNERAL DIRECTOR.

Perc Earl sold 150 Pencils to a WELDER, a brand new customer.

W. J. Eggleston sold 500 Paragon Key Cases to a CHEVROLET DEALER.

King Gerlach created a new account with the sale of 250 MP-125 Pencils to a MILITARY ACADEMY. The copy line is "MILITARY TRAINING TODAY IS A WISE PRECAUTION."

E. H. Gerrish sold 500 Paragon Key Cases to a CHEVROLET DEALER.

Herman F. Grotte sold 1,000 Safety First Art Mount Calendars to a LAUNDRY.

Sam Haynes sold 5,000 Funeral Directors' Service Cards to a FUNERAL HOME—an old customer.

O. O. Noell sold "Their Priceless Heritage" to an AUTO SERVICE STATION.

S. E. Adams opened a new account when he sold "Their Priceless Heritage" to a BAKER AND CONFECTIONER.

Fred Bell made a $100 sale of Lily Line Service to a FUNERAL HOME.

W. J. Eggleston created a new account with a sale of 100 No. 1 DeLuxe Memorial Record Booklets to a FUNERAL DIRECTOR.

NOT ALL THE GOOD FOLKS GO TO CHURCH,
NOR DO ALL THE BAD FOLKS STAY AWAY,
BUT SOMEHOW I'VE ALWAYS HAD A LEANIN'
TOWARD FOLKS WHO GO TO CHURCH
Sold by Lynn Walker on Fans to a Furniture Dealer

AS THE YEAR DRAWS TO ITS CLOSE, WE PAUSE TO WEAVE INTO THE CHRISTMAS SPIRIT OUR SINCERE APPRECIATION OF YOUR FRIENDSHIP, AND TO WISH FOR YOU A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR

Sold on "Silver Dawn" by Glenn A. Woods to a Funeral Home

John Gilbert won a new customer with a $140 sale of "Forever Yours" to an INSURANCE AGENCY. This order calls for 750 S-257VA employing the Kitchen Secretary which, by-the-way, is winning quite a lot of new business for men who SHOW it.

E. H. Gerrish made a $136 sale of Funeral Directors' Service—one hundred complete service boxes—to a FUNERAL HOME.

A. S. Hartman sold "Here Peace and Happiness Abide" in billboards and deluxe calendars to a BRAKE SERVICE COMPANY.

Ray Lehman sold "Springtime" to a CLEANER.

Art Vores sold "Forever Yours" to a FLORIST, a new customer. Mr. Vores also created a new account with a sale of "All-American" and "Their Priceless Heritage" to a PAINTER.

Glenn Woods made a $100 sale of "Be Sure You're Right" to a CEMENT CONTRACTOR.

John Mur sold 150 Pencils to a TAILOR AND CLEANER.

Alan J. Kidd sold 200 Pencils to a NATIONAL BANK.

Mrs. Peterson sold 500 Greeting Calendars, "When a Feller Got a Friend" to a HOTEL.

John S. Petko made a $100 sale of Religious Calendars to a FURNITURE DEALER—a brand new customer.

Sam Raborn sold 1,000 Art Mount Calendars to a FUNERAL HOME.

Isidor Siegel sold 250 Pencils to a TANNERY.

P. H. Cowherd made an $85 sale of Paragon to a TAILOR—a new customer.

Mr. Cowherd won another new customer with a sale of "Will Rogers" and "My Bonnie" to a STATE BANK.

And here's Mr. Cowherd again with a third new customer who buys 250 Pencils to advertise his SAND AND GRAVEL BUSINESS.

Leo Himelhoch wins a brand new customer with a sale of 500 Key and License Holders to a SERVICE STATION.

Bill Herrmann won a nice order for "Ready for a Canter" when he showed it to a dealer in COAL AND BUILDERS' SUPPLIES and suggested "QUALITY WITH A PEDIGREE."

F. L. Zimmerman sold 500 Metal Desk Calendars to an AMBULANCE SERVICE.

A NAME THAT GROWS WITH THE YEARS

Sold by C. J. Clark on Will Rogers Calendars to an Auto Service Station

RESPECT EVERY GRAVE
Sold on "He Is Just Away" Folders to a Memorial Dealer
by O. E. Horning

Harry Timothy sold "Spirit of America" in billboards and hangers to a CHEVROLET DEALER.

Mr. Timothy also sold "Playmates" Blotters to a WHEEL AND BRAKE SERVICE SHOP—a new customer.

Leo Himelhoch won a new customer with a sale of 3000 FD Service to a FUNERAL DIRECTOR.

Mr. Himelhoch also sold 500 Metal Desk Calendars to a BEER DEALER.

And here's Leo again with a $100 sale of Paragon to a PATTERN SHOP.

A. H. Laun sold 1000 No. 5 "My Diary" Baby Booklets to a chain of DRUG STORES for $225. This is a brand new account created by Mr. Laun and it should grow rapidly as there are fourteen drug stores in the combine.

J. Milton Wigley sold "Famous Gardens" Blotters to a dealer in SCRAP METALS for $107.

L. B. Nobles made a $100 sale of "Spirit of America" to an INSURANCE AGENCY.

WE LIKE TO CONSIDER OUR CUSTOMERS AS FRIENDS
Sold by Ed Gerrish on "The Guiding Hand" to an Auto Electric Co.

Ben Bercovit created a new $225 account with a sale of 1000 "My Diary" Baby Records to a PORTRAIT STUDIO. Mr. Bercovit made this sale because he planned the distribution. Here's the copy—

Presented by Your Family Physician

Dr. _____

Through the Courtesy of the
REMBRANDT STUDIOS
Specializing in Child Photography

Evidently the photographer secures the cooperation of the doctors who in turn sign their names on the dotted line. Will Mr. Bercovit kindly tell us how the plan works out.

Perc Earl made an especially nice sale of "Spirit of America" when he sold it to a CHILDREN'S BUS SERVICE for $178. If Mr. Earl please, we'd like to know just what a "Children's Bus" is.

IT'S THE FRIENDS WE MAKE THAT MAKE US
Sold by H. R. Messick on Will Rogers Calendars to a
Trucking Service

JUST INSURANCE
Sold by Lynn Walker on "Brainy Bow Wows" to an Insurance Agent

Bill Harrison made a $138 sale of Holiday Greetings to a NATIONAL BANK. This order comes from one of Mr. Harrison's good old customers.

A. H. Oschmann made a $106 sale of Funeral Directors' Service to a FUNERAL HOME, an old customer.

R. S. Osburn sold Business Calendars to a FUNERAL SYSTEM ASSOCIATION for $110. The outstanding copy line is as follows:

"A FORTRESS OF STRENGTH IN THE SHADOWS OF LIFE."

Tom Merchant made a $102 sale of Religious Calendars to a MERCANTILE COMPANY.

Rudy Maddox brings home a new customer with a $100 sale of Fans to a FURNITURE DEALER.

Herman F. Grotte makes a $130 sale of "Forever Yours" to a CLEANER AND DYER, an old customer.

H. N. Buckley created a brand new account with a $214 sale of "I See by the Papers" to a NEWSPAPER PUBLISHER."

THE COOLEST PLACE I CAN FIND ON SUNDAY MORNING IS AT CHURCH
Sold by Leon Terry on Fans to a Sinclair Service Station

Fred Bell made a $113 sale of Memorial Record Booklets to a FUNERAL DIRECTOR.

A. A. Bender made a $126 sale of Paragon to a TYPESETTING CONCERN.

H. C. Busack gained a new customer with a $71 sale of FD Service to a FUNERAL DIRECTOR.

Perc Earl sold 2400 "Our America" Blotters to a FLORIST.

W. J. Eggleston sold 300 Safety First Calendars to a REAL ESTATE AND INSURANCE AGENCY—a new customer.

Cliff Higgins captured a new customer with a sale of FD Service to a FUNERAL HOME.

Leo Levin built a new account with the sale of 1000 Lily Fans with Twenty-Third Psalm, sold to a FUNERAL DIRECTOR.

Fred C. Parks sold 2400 "Kiddies, Inc." Blotters and 100 "Houghton Mill" Greetings to a ROOFING AND SHEET METAL WORKS.

Jack Moore sold 5000 FD Service to a FUNERAL DIRECTOR.

Ed Sierer sold 500 "Bluebird" Ger-Bars to a HARDWARE DEALER.

MILK IS HEALTH—HEALTH IS HAPPINESS
Sold by Kersey on "Bluebird Family" to a Dairy

BE KIND TO YOUR CLOTHES
Sold by Sam Raborn on Fans to a Cleaner

D. G. Waite sold "Forever Yours" with the Kitchen Secretary feature to a FLORIST.

H. A. Gorsuch sold "Spirit of America" to a FORD DEALER, a new customer.

A. W. Thurn sold 50 Pen and Pencil sets to a BREWING COMPANY.

Leo Levin sold 750 Ger-Bars and 25 "Springtime" Billboards to a HATCHERY.

H. N. Buckley sold 500 "Priceless Heritage" in S-257 to a PLUMBING AND HEATING CONTRACTOR, a new customer.

Ben Bercovit won a new customer with a sale of "Safety Patrol" Fans to a PAINTER AND DECORATOR.

L. R. Shepard sold Paragon Letterfile and Memo Pads to a FUNERAL DIRECTOR.

J. P. Robinson made an $80 sale of FD Service to a FUNERAL DIRECTOR, a brand new customer.

Sam Raborn sold "Spirit of America" to an AMUSEMENT ENTERPRISE.

Cecil Nixon sold 250 DeLuxe Calendars, "Silver Dawn" to a dealer in TEXACO PRODUCTS.

V. A. Magnuson created a nice new account with a sale of "Silver Dawn" in billboards and hangers, to a LUMBER DEALER to advertise "THE PEAK OF QUALITY AND SERVICE.

THIS LITTLE BLOTTER AD "CLICKED"

In REVIEW of May 29th on page 550 we ran a blotter ad which we copied from an order going through the factory.

Almost before the ink was dry, orders began to come through calling for "COAL DEALER COPY ON PAGE 550 OF REVIEW."

Just in case you MIGHT have overlooked it, we're repeating—

> Weather sharks predict that next winter will be the most severe we have ever known, and the agreement between coal operators and miners is likely to come up again January First. These matters may never bother you, but it's wise to play safe and get your coal in before winter comes.

WITHDRAWALS

LAST EDITION FAN—The Safety Patrol
FD CARD—F404 (Old number FD240)

THEY KNEW THEIR VERTISING SLOGANS!

When I have time to give it, I usually get quite a vicarious kick out of listening to one of the newer audience participation programs—the "PLAY ASK-IT-BALL" session over the Mutual Broadcasting System on Saturday evenings. This program, which is worked out like a baseball game, is always put on from one of the army camps or naval stations. And the thing I like about it is the enthusiasm shown by the boys in service. They really go for it.

The plan of the program is something like this. One of the participants selects his "pitch," ie, the general topic on which he prefers to be quizzed. Then, if he answers the first question correctly, he is given a base hit. Other members of his "team" then try to advance him around the bases and get a base themselves by answering questions correctly as they come to bat. An incorrect answer obviously constitutes an "out."

So much for the idea. Well, last Saturday night—if you happened to be listening—you will recall that the program was given from one of the naval training stations, and that all of the contestants were midshipmen. The first few "pitches" had to do with questions concerning the navy, popular radio programs, historical dates, sporting records, and other subjects, and—as a whole—the boys did FAIRLY well. However, they nearly always seemed to be doubtful about the correctness of their answers, and there was quite a lot of hesitation. In fact the "outs" came pretty fast and rather consistently during the first p of the program.

Then one of the contestants took a pitch "advertising slogans." And, alive, how the "middies" DID go to to They probably would have been bat and running the bases still if the M hadn't asked "What advertised prod has 'added something to improve blend'?". Or, at least, though I am not of the exact wording of the question, was the gist of it. The answer, of cour was Old Gold cigarettes, which has cently been featuring the fact that Lata tobacco has been added. However, in writer's opinion, that sales point is strictly a slogan, and—even though daily hammered home on the baseball grams sponsored by Old Gold, and featured in this product's advertising, easy to understand why it could proved a "strike-out."

But—except for this question—the shipmen certainly knew their advertis slogans. They not only answered STANTLY but answered POSITIVE There was never the slightest hesitati and you could tell from the hubbub an the non-participants that all the boys the audience were just aching to yell the answers.

In the list of advertising slogans were asked to identify were many that used in connection with products chased almost entirely by women— products, toilet soaps, kitchen and laun soaps and powders. Others had to do with baby food and children's medicines, yet—until the Old Gold question—EVERY SLOGAN WAS IDENTIFIED IMMEDIATELY AND CORRECTLY. And, if you listen very often to these radio quiz programs, you will agree that fast and accurate answers to questions are the exception rather than the rule.

To me, this program proved two things. First, that the well-known slogans—those that have been used for years — are REALLY well known; that they are indelibly impressed upon the memory. Second, that it takes time to popularize a NEW slogan, no matter how often it is repeated. For, of course, the sales talk about Latakia tobacco having been added to Old Gold is fairly new, although—due to the military campaign in and around Latakia, Syria—it probably won't be long until the general public is made thoroughly familiar with this tobacco.

Now, let's go a step further. Let us suppose that some of these advertisers whose slogans are so well known to all those midshipmen and millions of other Americans, should decide to curtail advertising until the war is over, how long do you think it would take for all of this good will to be lost? Well, the answer to that is easy—NO TIME AT ALL.

The experience of advertisers during World War 1 proved that. For instance, when the boys went to camp in 1917 and 1918, two cigarettes were better known than all others—Camels and Fatimas, the latter called by the boys, "Fat Emmas." One of the war songs extolled the pleasure to be derived from Fatimas."

Unfortunately, I don't know the story of what happened to Fatimas, and I don't want to do the manufacturers an injustice. But I do feel safe in saying that this brand is not as well known today as it was in 1917. Am I right, or am I wrong?

Neither do I believe that many other products well known in 1917 and 1918 are nearly as well known in 1941. For instance, I do not believe many of those midshipmen could have scored hits by identifying these slogans: "Millions use ———"; "Good morning, have you used ———?"; "My mamma used ———"; "The——— label protects your table," "Easy to play, easy to buy," and dozens of others.

The boys of the A.E.F. could have given these slogans as readily as the midshipmen identified theirs last Saturday night. But, as during the first World War, many famous products will DIE long before this war is over UNLESS they have the gumption to KEEP RIGHT ON ADVERTISING.

Good slogans are worth hundreds of thousands of dollars IF YOU KEEP THEM CONSTANTLY BEFORE THE PUBLIC. But it is tragic how quickly they can be FORGOTTEN if you DON'T.

Jewett E. Picker

How about Copy?

The easiest way to get blotter orders is to give the prospect a definite—and complete—idea of just what kind of campaign he should use.

Copy helps a lot. If you can offer a specific copy suggestion, you show the advertiser WHAT to say. And when you suggest a good blotter series, you show him HOW to convey his message to his prospects.

Gerlach-Barklow does not publish a book of stock copy suggestions because generalized copy usually lacks the necessary punch. The most effective copy is something written for the advertiser alone, to fit his individual needs and convey a personal message.

But in a few cases, the same copy used successfully by one advertiser is just as good for others in the same line of business in other localities. For instance, most business colleges use similar arguments. Therefore, the series of paragraphs shown here are good for ANY business college. Read the copy. Read instructions on next page!

JANUARY

If you have a thorough knowledge of WHAT to do and HOW to do it in the business world, you may well speak words like these: "Starting the first of the year, I am taking a better position. I will make good, because I am trained for the job." This school offers training that assures success. Ask about it!

FEBRUARY

Among the exhibits at Mount Vernon are notebooks filled with writing and exercises. George Washington realized the value of practice. He filled the books because he wanted to learn—and writing was the most PRACTICAL method. The most practical training for modern business is found in our vocational courses. Ask for details!

MARCH

"Wanted: Young man; must have experience." How can young people be experienced? By getting a fast start in the business world—by getting the training and practical knowledge provided by business-school courses. The training you get in this school qualifies you for immediate employment. You get practical experience here.

APRIL

"The man for the job" is competent. He is trained for positions of responsibility in the business world. He has practical knowledge; he is confident of his ability because he knows he is fitted for his work. His certificate from this school proves he has the right training. YOU can be the man for the job. Enroll in this school today!

MAY

"No Left Turn." You've seen thousands of signs like that, and you know that it's impossible to drive in traffic unless you know the rules of the road. You can't get anywhere unless you know how to drive. It's the same in business: You must train yourself in business methods, so that you'll know how to get where you want to go. This school can help you.

JUNE

"All the world loves a lover," but we can't live on love. If the obstacle is unemployment, or if the present job doesn't pay enough, there is a way to get the employment you want—TRAIN yourself through a practical business course in this school.

JULY

Independence is important to every American. And it can be even more important to you, if you let it remind you to declare your own personal independence by training yourself for a position that will bring you the income you desire. Let this month—this very day—see you help yourself to independence by enrolling in this school!

AUGUST

There is no VACATION for a person who has no VOCATION—for one who has no job does not call idleness a holiday, nor can one who barely makes a living afford to take time out for play. This school can train YOU for a practical, business vocation—so that you'll be able to earn more and live more fully. Ask us for particulars.

SEPTEMBER

In the United States, every person is entitled to some education under the laws of the separate States. And the system of universal education sharpens competition for jobs. It is the person who has special, practical business training who rises above the crowd and achieves success. Let us help you. Enroll in this school now.

OCTOBER

It's up to you to write your own guarantee of success. Insurance policies cover only life and death and acts of God. But you can write your own "success insurance" by enrolling now for a practical business course that will make you a competent worker and help you get the job you want. Ask for details TODAY!

NOVEMBER

Give thanks—for Opportunity! That is perhaps the greatest of all our blessings. But the greatest opportunity in the world is worthless unless you are prepared to take advantage of it. If the job you want is open, you must be qualified to take it. You WILL be, if you get practical training in this school.

DECEMBER

GIVE YOURSELF A CHANCE! Enroll in this school for a course in business training that will pay success dividends, that will give you a chance to win a better position and a better salary. We can help you to be one of the competent people who get "the breaks" in business because they are prepared. Ask for details. Enroll today.

This series of paragraphs for business colleges is offered as STANDARD COPY. You may sell these paragraphs for use on any series of blotters, or on New Quiz or a monthly mailing card, at SERVICE 1 PRICES.

At Service 1 prices, the paragraphs must be used exactly as shown here, with no change whatsoever, either in size, style or wording.

This same series of paragraphs may be offered as STOCK COPY at Service 2 prices. These prices allow for rewording of the paragraphs in any way the customer desires, and for setting the paragraphs in any style of type desired.

By the way: The copy department will be glad to edit or rewrite copy for our customers, if the request is made in connection with a signed order. There is no charge for this service if complete facts and instructions are sent along with the signed order, but the copywriter cannot be expected to do any unusual research, or to just "write an ad" about something without specific facts.

TRY THE BUSINESS COLLEGE COPY. Offer it as Standard Copy for use on "Our America" or "Friendly Flowers" blotters, to be distributed to recent high-school graduates. If the copy is used exactly as shown on these pages, sell at Service 1 prices—and that's a good offer.

DEAR FRIEND:

In days of old, Great Grandfather kept a record of births, marriages and other important events on pages especially designed for the purpose in the old Family Bible. Great Grandmother didn't require any written record because she kept her own record on the tables of her heart.

Maybe you already have such a record as that which Great Grandfather kept, or that you have a memory as good as Great Grandmother possessed, but if so, you are an exception to the rule and you are compelled to guess at dates which are so important that there should never be any guesswork about them.

The purpose of our little Family Record book is to enable you to KNOW and not guess. You'll find it one of the handiest books you have ever owned and we hope that when you have occasion to use it, you may be kindly reminded of our appreciation of your friendship and our best wishes for your health, happiness and prosperity.

Cordially,

THE ISIDOR SIEGEL COMPANY.

Isidor Siegel, President.

The above Distribution Letter was written at the suggestion of Isidor Siegel; the idea being for the advertiser to have such a letter multigraphed or mimeographed on his own letterhead and sent out with the Family Record Book.

TELL EVERY PROSPECTIVE CUSTOMER—

Here's a question worth a minute of your time

HOW ARE YOU GOING TO SAY "MERRY CHRISTMAS" To Your Good Friends and Customers Next Christmastime?

More and more business men and organizations are awakening to the fact that Christmas affords a real opportunity for a Good-Will message from the head of the concern, rather than an impersonal greeting sent broadcast by the firm just as a matter of form.

This greeting should be sincere and genuinely friendly, carrying a message of appreciation for past favors and good wishes for the year ahead.

As Mac so aptly puts it in his letter "Let's help our customer to put HIMSELF into his business."

TWELVE SALES OF "FAMILY RECORD" ON FIRST SHOWING

M. C. ECKLAND	COAL & BLDG. MATERIAL	500 BOOKS	$79.00
LEONARD SMITH	CREAMERY	225 BOOKS	40.30
LEONARD SMITH	JEWELER	100 BOOKS	19.50
A. W. THURN	INSURANCE	250 BOOKS	43.00
FRED SHALLISH	MORTICIAN	200 BOOKS	36.00
ISIDOR SIEGEL	DAIRY	100 BOOKS	19.50
ISIDOR SIEGEL	MORTICIAN	100 BOOKS	19.50
HOWARD KERSEY	DAIRY	100 BOOKS	19.50
RAY LEHMAN	RUGS	100 BOOKS	19.50
RALPH BOND	GENERAL STORE	100 BOOKS	19.50
BILL EHLINGER	BANK	100 BOOKS	19.50
E. C. DOUDNA	MORTICIAN	100 BOOKS	19.50

COMMENTING ON THE NEW FAMILY RECORD BOOKLET

ISIDOR SIEGEL SAYS—

I have shown the new Family Record Booklet to three people and sold two. Only 100 on each order, but they will grow like the Bride's Cook Book.

* * *

M. C. ECKLAND SAYS—

Just a line to comment on the new Family Record Book. While our Baby Book is a dandy and comparatively easy to sell, the possibilities of this new item are tremendous. Enclosed is my first order for 500 sold to a coal and building material company, and I hope to place it in every town in my territory. Baby Books are not so easy to sell in volume, as a rule, but this record book should sell and repeat in much larger quantities.

* * *

F. W. SHALLISH SAYS—

Note the enclosed order for 200 Family Record Booklets. I believe this will repeat in next 60 days. I did not pay much attention to this item the first day or two after receiving the new FD line, but last night I studied its possibilities, picked a logical prospect for it and for Saturday, and here is an order from the first man shown. This item is good for any line catering to the home and I'm going to jump on it while it and the weather is hot.

THE BLOTTER SPEAKS

I am a Blotter . . . Everybody needs me . . . Few people ever get enough of me . . . The busy man and woman welcome me . . . I stay on their desks for weeks, always ready and willing to be of service . . . I direct people where to buy good merchandise or superior service . . . If checks are being made out, I'm right there to remind the busy folks that the firm who sent me should have preference . . . If orders are being written, I show him the name and address of my firm and suggest that he send them the order . . . I am a salesman for my house and am always on the job . . . I am attractive, interesting, useful—that's why I create business good will . . . I lay down on the desk but never lay down on the job . . . I go where no other form of advertisement could possibly find a place, and I can stay there just as long as I'm attractive and useful . . . If you have a message for the busy man or woman, just give it to me and I'll deliver it: not only that, but I'll repeat it every day till the busy man and woman find it impossible to resist my appeal . . . and I give you all this for about two cents.

* * *

Do you know of any other messenger that will do my job for twice the money, or do it half so well?

A REAL PROSPECT FOR PARAGON

One of the best advertising mediums known to the funeral director is his ambulance. Another is the medium which he uses to advertise his ambulance.

Today's funeral director is a member of one of the largest and most ethical professions in the world and he must comply with the ethics of his profession. He knows that, but he doesn't always know HOW to advertise with tact and effectiveness.

Where you contact a funeral director who conducts GOOD ambulance service, there you will find a real prospect for Paragon leather utilities.

Let's take a city of forty or fifty thousand for example: here we have four nurses' registry places, a police chief, fire chief, coroner, sheriff, two hospital superintendents—a total of perhaps a dozen important people who can influence business for the funeral director.

Now, don't try to sell your funeral director prospect your entire Paragon line. Start him off with only ten or twelve nice utilities, each piece stamped with individual name of recipient and tell him that all he can advertise is his ambulance, so you'll put the ambulance phone number on each piece. Next, suggest a distribution letter to be sent out with each item. Here is a suggestion for the letter—

> DEAR FRIEND:
>
> Knowing that there are times when in the execution of your public service, it is important that you have at hand quick, efficient and thoroughly dependable Ambulance Service, I beg to call your attention to the fact that the Gerlach Ambulance—the finest Ambulance Service in the city—is at your command day and night.
>
> Please accept the enclosed little remembrance which I hope you will find useful. It carries no advertising—merely YOUR name and OUR phone number, just as a reminder.
>
> Cordially,

Impress upon the mind of your prospective customer the fact that in advertising his ambulance service, he is in the last analysis advertising his mortuary in the most subtle and effective manner, because he is building that prime essential to success—Good Will.

Sell a man ten pieces this year and you'll have little difficulty in selling him twenty-five next year. Start him off in a modest way and Paragon will do the rest.

RUDY MADDOX IS A CANDIDATE FOR EMBLEM WINNER

Rudy Maddox who represents (and we mean REPRESENTS) us down in the Palmetto State, is making a real campaign for the Charter Emblem and scores in opening week with twelve orders for $413.80 as follows:

MEN'S WEAR SHOP	"SPRINGTIME"	$25.75	New Customer
TOOL MANUFACTURER	"MISS CAPRICE"	92.00	New Customer
AUTO SUPPLY STORE	"WILL ROGERS	58.00	New Customer
TIRE RECAPPER	"BRAINY BOW WOWS"	62.80	New Customer
MATTRESS MANUFACTURER	"SPIRIT OF YOUTH"	33.00	New Customer
TIRE RECAP COMPANY	"HOLD EVERYTHING"	27.00	Old Customer
ROOFER & METAL WORKER	PENCILS	21.50	Old Customer
AIR-CONDITIONING CO.	AIR PILOT	15.00	Old Customer
SERVICE STATION	GER-BARS	20.25	New Customer
CHEVROLET DEALER	KEY CASES	10.50	New Customer
FUNERAL DIRECTOR	FANS	22.00	New Customer
FLOUR AND FEED MILL	"FOREVER YOURS"	26.00	Old Customer

Note that eight of these twelve orders were sold to new customers.

SOME SERVICE SLOGANS

Today, SERVICE plays an important part in success. Where you have a prospective customer who is strong for Service, you're pretty sure to find a slogan among these that will please him.

SERVICE IS NOT OUR MOTTO, IT'S OUR BUSINESS.

BIG ENOUGH TO SERVE YOU, NOT TOO BIG TO KNOW YOU.

SERVICE WITH A SMILE.

THE HOME OF SMILING SERVICE.

AT YOUR SERVICE ALWAYS AND ALL WAYS.

WE PUT THE SERV IN SERVICE.

WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST.

WE'LL GO A LONG WAY TO SERVE YOU.

ALWAYS ON THE LOOKOUT FOR OPPORTUNITIES TO SERVE YOU BETTER.

SERVICE THAT SATISFIES.

SERVICE—AND WE DON'T MEAN MAYBE.

OUR SERVICE WILL PLEASE YOU—YOUR PATRONAGE WILL PLEASE US.

JUST GOOD OLD-FASHIONED SERVICE.

THE HOME OF COURTEOUS SERVICE.

THE STORE THAT SERVES YOU BETTER.

INVENTORY AND VACATION SHUTDOWN IN OUR PENCIL FACTORY

This is your official notice that the Pencil and Knife factories will again observe their annual ten-day shut-down for inventory vacation and factory overhaul during the period of Thursday, July 3rd, reopening on Monday, July 14th.

Please keep these dates in mind and remember that no orders will be filled during the period.

Also note that an added week should be allowed for filling any orders that may be written during the shutdown. This means that orders written during the shutdown should have a delivery date of about August first.

Your usual fine cooperation will be much appreciated.

TO STAY YOUNG AND LOVELY
VISIT YOUR BEAUTY SHOP OFTEN

Compliments

THE HARVEY MASSEY BEAUTY AND BARBER SUPPLY CO.

BUY YOUR BEAUTY NEEDS THROUGH
YOUR BEAUTICIAN

Here is a Fan idea that was caught going through the factory.

If there is anyone who would appreciate a fan, it is the woman who is compelled to sit under a hair-dryer for hours in the hot weather.

This astute Barber Supply Dealer knows that and gives each of his Beauty Shop customers a supply of fans bearing the above copy. In so doing, he creates good will with the Beautician.

It is immaterial whether the customers carry the fans away, for whether they take 'em or leave 'em, they serve their purpose.

This idea ought to be good for a 2500 fan sale for every man on the sales force.

SLOGANS OF FRIENDLINESS

EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE.
IT'S THE FRIENDS WE MAKE THAT MAKE US.
WHERE EVERY CUSTOMER BECOMES A FRIEND.
THE STORE THAT FRIENDS BUILT.
YOUR FRIENDLY INSURANCE COUNSELLOR.
THE FRIENDLY HOTEL.
WHERE FRIENDS MEET. (Recreation Center).
LET US EAT AND DRINK AS FRIENDS. (Cafe).

1941 CHARTER MONTH AWARDS

1ST PRIZE—The Charter Emblem, a beautiful diamond-set pendant recognized as the greatest honor that can be given to any Gerlach-Barklow salesman. Winner will also be invited to and be the guest of honor of the North Woods fishing party in July.

2ND PRIZE . . $50 CASH	**4TH PRIZE . . $15 CASH**
3RD PRIZE . . $25 CASH	**5TH PRIZE . . $10 CASH**

The above awards will be made on the basis of the following scale of points:

Volume	**25 points**
Number of orders	**20 points**
Number of new customers	**10 points**
Volume of calendar sales	**15 points**
Volume of DAD sales	**10 points**
Volume of HG and FD sales	**10 points**
Volume of leather and miscellaneous sales	**10 points**

A $50 special award will also be made to the previous Charter Emblem winner making the best record. A salesman can win the Charter Emblem only once. Therefore this special award is offered to men who have won it in former years.

If the 1941 Emblem should be won by a winner in the Spring Fishing Contest, he will receive a cash bonus of $50 in recognition of the achievement.

In June, 1907, the Gerlach-Barklow Company entered the field without a single customer on its books. For this reason it is fitting that a special effort should be made during Charter Anniversary to create new accounts, and each salesman who secures ten or more will be awarded a handsome and handy zipper kit bag.

New customers will be regarded as those who have never previously bought from us.

SOME PRACTICAL INDOOR BILLBOARD SLOGANS TO HELP YOU DOMINATE YOUR TERRITORY

It is a well-known fact that in this business of yours and ours, the salesman who sells the indoor billboard calendars is usually the salesman who dominates his territory.

For your use in making indoor billboard or "Jumbo" sales, we are passing along herewith a few slogans taken from actual orders; we hope you'll make good use of them.

"THE SPIRIT OF AMERICA"

FAMOUS FOR DEPENDABILITY.
AN OUNCE OF PERFORMANCE IS WORTH A TON OF PROMISES.
PERFORMING A COMMON SERVICE UNCOMMONLY WELL.
WE NEVER DEVIATE FROM OUR COURSE OF PROMPT SERVICE.

"THE SILVER DAWN"

STRONG AS THE ETERNAL HILLS.
MEMORIALS THAT OUTLIVE THE STORMS OF THE AGES.
LET THIS SCHOOL HELP YOU TO ATTAIN NEW HEIGHTS OF SUCCESS.
WHEN YOU BUILD, BUILD FOR ALL TIME.
GOOD LUMBER FROM GOOD TIMBER.
QUALITY AS HIGH AS THE HILLS, PRICES AS LOW AS THE VALLEYS.

"AN AUTUMN RHAPSODY"

NATURE SMILES, AND YOU'LL SMILE TOO WHEN YOU EAT RAINBO BREAD.
THE SUN NEVER SETS ON OUR SERVICE.
YOUR HOME SHOULD COME FIRST.
THERE'S NO PLACE LIKE HOME AND NO PLACE LIKE THIS BANK FOR A HOME LOAN.

"CLIPPER SHIP SURPRISE"

LET THIS BANK HELP YOU TO REACH THE PORT OF HEART'S DESIRE.
THIS BUSINESS SCHOOL WILL GUIDE YOU TO THE PORT OF SUCCESS.
MONEY IN THIS BANK MEANS SMOOTH SAILING.

"OFF TO THE MEETING POINT"

DON'T WASTE TIME HUNTING FOR A HOME. SEE US TODAY.
DON'T GO HUNTING FOR SAFE INVESTMENTS—CALL ON US.
FOR THOSE WHO APPRECIATE GOOD SERVICE.

"FOREVER YOURS"

IF YOU LOVE HER, TELL HER WITH FLOWERS.
WE DEVELOP YOUR NATURAL BEAUTY.
SHE'S WAITING FOR YOU TO SAY THE WORD—GET THE RING HERE.

"HERE PEACE AND HAPPINESS ABIDE"

HAPPINESS IS FOUND IN THE HOME—BUT BE SURE IT'S YOUR OWN.
YOUR HOME SHOULD COME FIRST—BE SURE YOUR TITLE IS CLEAR.

"HAPPY BLUEBIRD FAMILY"

TWIGS ARE ALL RIGHT FOR BIRD'S NESTS, BUT BUILD YOURS OF BRICK.
EVEN THE BIRDS PROVIDE FOR THEIR YOUNG—HOW ABOUT YOU?
GIVE HER LASTING HAPPINESS. START A BANK ACCOUNT TODAY.
LET US FEATHER YOUR NEST WITH A LITTLE DOWN.

"SPRINGTIME IN THE FOREST"

THE MOST BEAUTIFUL PONTIAC IN PONTIAC HISTORY.
SHE MAY TELL YOUR FORTUNE, BUT THIS BANK WILL HELP YOU MAKE IT.

"BE SURE YOU'RE RIGHT, THEN GO AHEAD"

BETTER BE SAFE THAN SORRY—GIVE THE KIDDIES A BRAKE.
YOU CAN'T GO WRONG WHEN YOU BUY HERE.
PROTECT THEM WITH A NORTHWESTERN POLICY.

LAST MINUTE NEWS FLASH!!!

Jim Hartman makes a $1,200 sale of Knives

P. H. Cowherd makes an $850 sale of Paragon

Leo Himelhoch sells $736 worth of Pens and Pencils

Just as we are ready to go to press, the morning mail arrives and the above are just the highlights in a big batch of orders too numerous to mention on such short notice.

Jim Hartman's $1,207 sale of knives goes to an old customer, a refiner and jobber of PETROLEUM PRODUCTS.

P. H. Cowherd of Texas makes his $850 sale of Paragon gift leather to a NATIONAL BANK. This bank will present the gifts to correspondent banks—a custom once strongly in favor with big financial institutions and which we are happy to see returning.

Leo Himelhoch's $736 order calls for Pens and Pencils in gift set boxes and was sold to a CYCLONE INSURANCE COMPANY.

And here is Walt Olson with a $105 sale of Knives, sold to an AUTOMOTIVE SERVICE CONCERN.

BODIES MADE BEAUTIFUL

UNDERWOOD AVENUE BODY SERVICE

Auto Painting -- Blacksmithing -- Glass
Fender Straightening -- Bumper Repairing

Phone Blue Mound 8008

1941			JUNE			1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	-	-	-	-	-

◆

KEEP MENTALLY AND PHYSICALLY FIT

VACCINATE yourself against worries. Your job is not a routine one. It is all creative work

◆